CERTIFIED ISO 9001:2015 COMPANY

CERTIFIED AI BASED

DIGITAL MARKETING
ADVANCE COURSE

OFFLINE **ONLINE**

Our Experience Your Success

100%
- Job Asistant Support
- Practical Training
- Live Campaigns

www.digiguides.in

DigiGuide
INSTITUTION OF **DIGITAL MARKETING**

FUTURE OF WORK IS REMOTE!

Do you know by the Year 2025, 40% of the global workforce will be remote, Working from Home?

There is an opportunity to crack. Are you ready for it?

Through our Freelancing as a bonus module in your course you will be able to learn how to get freelancing projects internationally, How to pitch and convert them and how to live a 100% remote life.

upwork freelancer fiverr.

COMPANIES THAT BLOG GET 55% MORE WEB TRAFFIC. CONSIDERING STARTING A BLOG, DO YOU?

Most Promising Brand in Digital Marketing Training

About DigiGuide ?

Welcome to DigiGuide Institute, Bathinda – a premier destination for comprehensive training in Digital Marketing, Advanced Graphic Designing, and Performance Marketing. Founded with a vision to bridge the skill gap in the digital industry, DigiGuide is committed to empowering individuals with the knowledge and expertise needed to excel in today's competitive digital landscape. With over 12 years of teaching and professional experience, our lead tutor, Mr. Diljeet Singh Dhillon, brings unparalleled expertise to the classroom. As the Managing Director of I Smart Media, a leading digital marketing agency, he has successfully managed campaigns and branding projects for renowned brands such as Gopal Sweets, Sagar Ratna, Visa World, Ask Era Immigration (Canada), Access Business College (Canada), Brisbane Movers (Australia) Visa Point, Mittal Group of Industries, Pro-Ultimate Gym, Salon Culture, Tulip Club, Dastaan, and Duens Club. His industry insights and real-world experience ensure that students gain practical, hands-on knowledge to excel in their careers. At DigiGuide, we offer a perfect blend of theoretical learning and real-world application. Our state-of-the-art facilities, expert faculty, and partnerships with local and national brands provide students with exposure to live projects and industry practices. We strive to deliver an enriching experience that prepares students for success in the ever-evolving digital world. Whether you're a beginner looking to start your journey or a professional seeking to upskill, DigiGuide is your trusted partner in achieving your goals. Join us and become a part of the next generation of digital pioneers.

Mission

At DigiGuide Institute, our mission is to empower individuals with industry-relevant skills in Digital Marketing, Graphic Designing, and Performance Marketing. We aim to nurture creativity, foster innovation, and equip our students with the expertise needed to excel in the digital era. By blending practical knowledge with real-world experience, we strive to create future-ready professionals who can confidently navigate and lead in the ever-evolving digital landscape.

Vision

Our vision is to be a leading institution recognized for delivering transformative education in the digital and creative domains. We aspire to create a community of skilled professionals who drive innovation and success in the digital marketing and branding industries. By staying at the forefront of industry trends and fostering partnerships with prominent brands, we aim to build a legacy of excellence, innovation, and impact in the region and beyond.

About The Founder

Diljeet Singh Dhillon is a visionary leader and accomplished professional with over 12 years of experience in the digital marketing, creative design, and branding industries. As the Managing Director of I Smart Media, he has successfully delivered outstanding results for leading brands such as Gopal Sweets, Sagar Ratna, Visa World, Mittal Group of Industries, Pro Ultimate Gym, Salon Culture, Tulip Club, Dastaan, and Duens Club.With an impressive background in logo design, packaging design, and branding design, Mr. Dhillon has a proven track record of creating visually impactful and strategically sound solutions that elevate brand identities. His expertise spans across digital marketing, where he crafts innovative campaigns, and creative design, where he brings ideas to life with precision and artistry. Mr. Dhillon's dedication to nurturing talent led to the founding of DigiGuide Institute, a premier training center for aspiring professionals in digital marketing, advanced graphic design, and performance marketing. His goal is to bridge the gap between academic learning and industry demands by providing students with practical insights and cutting-edge techniques. A respected figure in the Bathinda region, Mr. Dhillon is committed to empowering the next generation of creative minds and digital leaders while continuing to contribute to the success of brands through his unmatched expertise and innovative approach.

Our Experience
Your Success

Diljeet Singh Dhillon
Managing Director

12+ Years of Experience in the Advertising Industry

Smartmedia
...touching hearts with DESIGNS

DigiInvite.in
Invitation ke Rang Digital ke Sang

DigiGuide
INSTITUTION OF DIGITAL MARKETING

How Will Digiguide Benefit you ?

Why **Digiguide ?**

Choosing DigiGuide Institute means stepping into a world of opportunities where creativity meets technology.

Here's why DigiGuide is the right choice for your digital education:

Expert Mentorship: Learn from experienced professionals with over 12 years of industry expertise, led by Mr. Diljeet Singh Dhillon, a seasoned expert in digital marketing, graphic design, branding, and packaging design.

Practical Industry Training: Our curriculum is designed to bridge the gap between theory and practice. You'll gain hands-on experience with real-world projects that prepare you for the industry from day one.

Trusted by Leading Brands: Backed by a strong industry reputation, we have worked with renowned brands like Gopal Sweets, Sagar Ratna, Visa World, Mittal Group of Industries, Pro Ultimate Gym, Salon Culture, Tulip Club, Dastaan, and Dunes Club. Learn the strategies and skills behind successful campaigns.

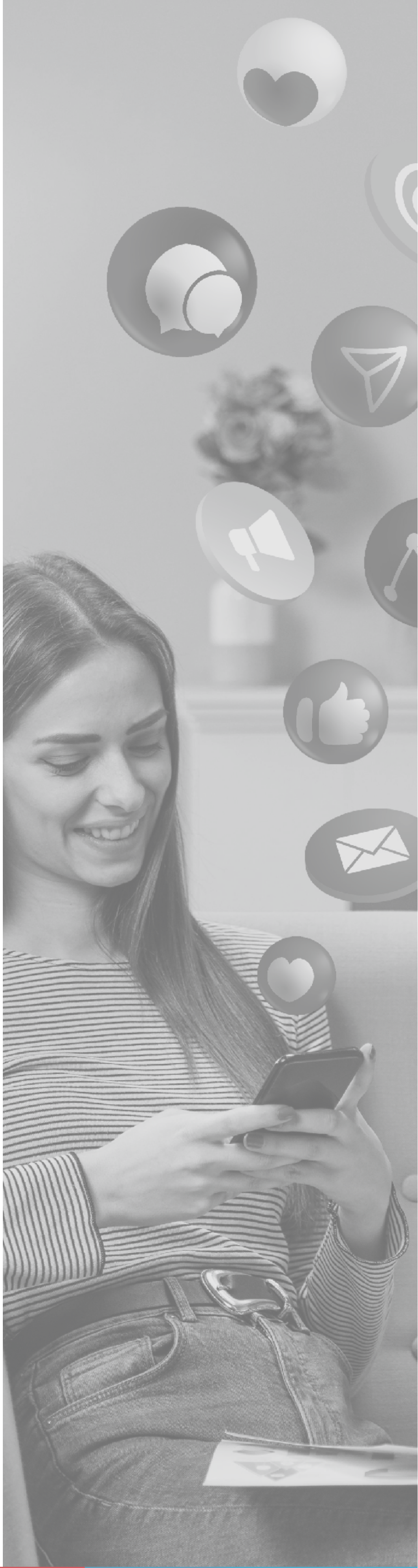
Comprehensive Courses: Whether it's Digital Marketing, Advanced Graphic Designing, or Performance Marketing, our courses are tailored to meet the current market needs and trends, ensuring you're always ahead in the field.

State-of-the-Art Facilities: Located in the heart of Bathinda, Punjab, our institute offers modern facilities to create a perfect learning environment.

Affordable and Accessible: Quality education with competitive pricing, making skill enhancement accessible to everyone.

At DigiGuide, we aim to not just teach but to inspire, equip, and empower our students to excel in their careers and turn their dreams into reality.

Join DigiGuide – Where Creativity Takes Flight!



Who is the Program for ?

If you want to drive Growth for your Business through digital platforms, and leverage the power of Digital Marketing this program is the right one for you.

FRESHERS

BRAND & COMMUNICATION MANAGER

SALES & MARKETING PROFESSIONALS

SMALL BUSINESS OWNER

HOUSEWIVES

JOB SEEKERS

TRADITIONAL MARKETERS

DIGITAL MARKETING

DIGITAL MARKETING EXECUTIVE

BUSINESS EXECUTIVE

CORE MODULES

If you want to drive growth for your business through digital platforms, and leverage the power of digital marketing, this program is the right one for you.

SEO
(SEARCH ENGINE OPTIMISATION)

GOOGLE ADS
(SEARCH ENGINE MARKETING)

SOCIAL MEDIA MARKETING

EMAIL MARKETING

INBOUND MARKETING

WEB ANALYTICS

WORDPRESS TOOL

CANVA

WHAT YOU WILL LEARN ?

GOOGLE ADS **50+** Hrs.

- PPC Ads
- Display Advertising
- Youtube Advertising
- Gmail Ads
- Universal Ads
- Remarketing Ads
- Performance Max
- Conversion Goal
- Custom Audience
- Google Analytics

SMM COURSE **50+** Hrs.

- Facebook Marketing
- Instagram Marketing
- Linkedin Marketing
- Facebook Ads
- Facebook Ads Funnel
- Social Media Calender
- Hashtag Research
- Caption Writing
- Content Marketing

SEO COURSE **50+** Hrs.

- Website SEO
- Youtube SEO
- Google My Business SEO
- Blog SEO
- E-Commerce SEO

4-5 lecture

BRANDING & MARKETING

- Principles of Marketing
- Marketing lecture
- Branding lecture

HOW TO START FREELANCING, SETUP & JOB

IMPROVE YOUR GRAPHICS QUALITY
WITH DIGIGUIDE

JOIN ADVANCE ADVERTISING & BRANDING COURSE

FOR MORE DETAILS
CONTACT WITH OUR MARKETING EXECUTIVE

88-857-83-587

WHY CHOOSE US ?

YOUR SUCCESS IS OUR GOAL

INDUSTRY RECOGNIZED CURRICULUM

TRAINING FROM INDUSTRY EXPERTS

TARGETED APPROACH

100% PLACEMENT SUPPORT

LIVE PROJECT EXPERIENCE

FLEXIBLE TIMINGS & APPROACH

LIFETIME QUERY ASSISTANCE

SIMPLE STEP BY STEP PROCESS

FLEXIBLE PROCESS FITS YOUR SCHEDULE

DIGITAL MARKETING FRAMEWORKS

DOUBT SESSIONS

INDUSTRY SPECIFIC ASSIGNMENTS

INTERVIEW PREPARATION

RESUME BUILDING

TOOLS BASED TRAINING

HYBRID TRAINING

100% PRACTICAL TRAINING

LMS BASED TRAINING

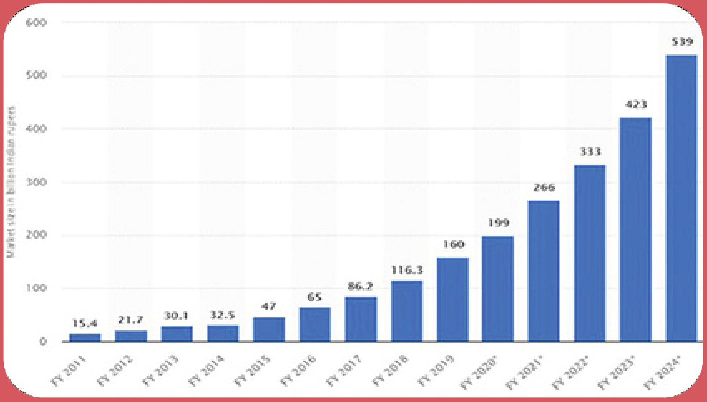
DEDICATED SUPPORT TEAM

MENTORSHIP PROGRAM

ONLINE PROGRAM
BENEFITS

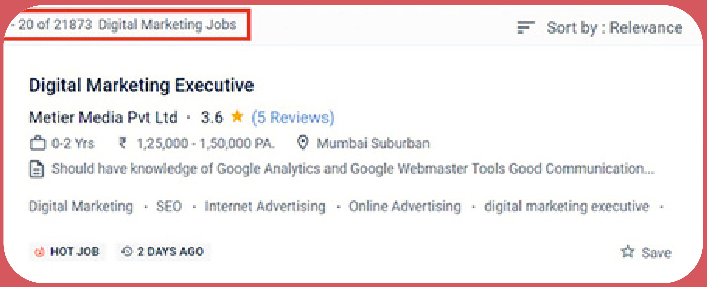
- ✓ **DOUBT SOLVING SESSION**
- ✓ **15+ CERTIFICATION**
- ✓ **LIVE PROJECTS AND CASE STUDIES**
- ✓ **SOFT-SKILLS ENHANCEMENT COURSES**
- ✓ **RECORDINGS OF ALL LIVE SESSIONS AVAILABLE**
- ✓ **LIVE CLIENT PITCHING TRAINING**
- ✓ **35+ DIGITAL MARKETING MODULES**
- ✓ **FREELANCER CONSULTING PROGRAM**
- ★ **DIGITAL PORTAL FOR 24X7 ACCESS TO ALL CONTENT FOR 5 YEARS**
- ✓ **CERTIFICATIONS FROM ESTABLISHED PLAYERS** (GOOGLE, FACEBOOK, SEMRUSH) **IN THE INDUSTRY**

JOB OPPORTUNITIES INTO DIGITAL MARKETING



THE DIGITAL ADVERTISING INDUSTRY ACROSS INDIA HAD A MARKET SIZE OF AROUND 47 BILLION IN 2015, WHICH ONLY WENT UP TO HAVE A MARKET SIZE OF AROUND 199 BILLION IN THE FINANCIAL YEAR 2020. THIS FIGURE IS PROJECTED TO GO UP TO 539 BILLION RUPEES BY THE FINANCIAL YEAR 2024, INDICATING A MASSIVE GROWTH IN THE DIGITAL ADVERTISING SEGMENT.

A SCREENSHOT FROM POPULAR JOB PORTAL NAUKRI STATES THE CURRENT NUMBER OF JOB OPENINGS IN DIGITAL MARKETING IN INDIA


- 20 of 21873 Digital Marketing Jobs

Digital Marketing Executive

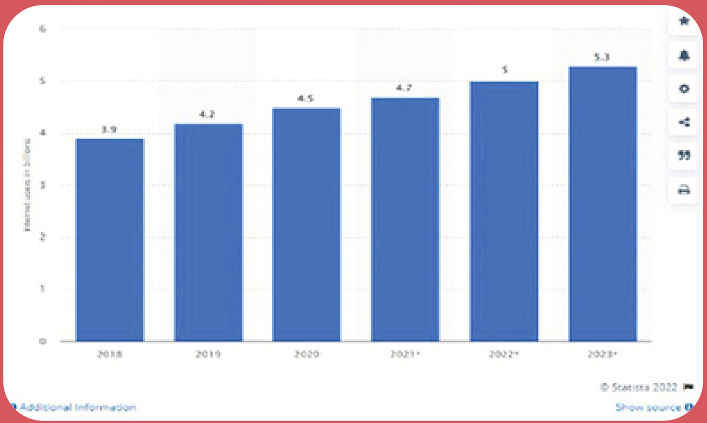
Metier Media Pvt Ltd · 3.6 ★ (5 Reviews)

0-2 Yrs ₹ 1,25,000 - 1,50,000 PA. Mumbai Suburban

Should have knowledge of Google Analytics and Google Webmaster Tools Good Communication...

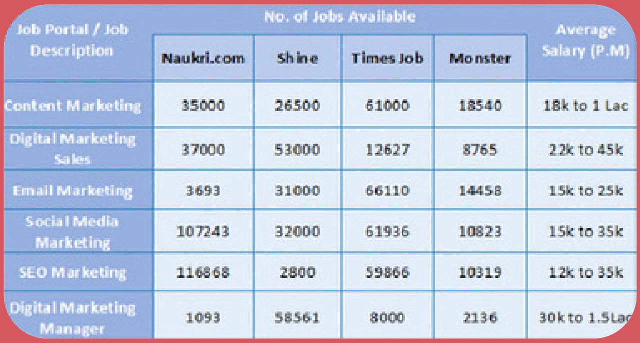
Digital Marketing · SEO · Internet Advertising · Online Advertising · digital marketing executive ·

INTERET USER GROWTH WORLWIDE FROM 2018 TO 2023



CAREER OPPORTUNITIES IN DIGITAL MARKETING AND THEIR RESPECTIVE AVERAGE SALARY IN) INDIA

DIGITAL MARKETING CAREERS	AVERAGE SALARY
DIGITAL MARKETING MANAGER	7.2 lakhs
SEARCH ENGINE OPTIMIZER	4 lakhs
SOCIAL MEDIA MARKETER	4.82 lakhs
SEM SPECIALIST	7.3 lakhs
PAID MEDIA SPECIALIST	4.5 lakhs
EMAIL MARKETER	4.3 lakhs
CONTENT MARKETER	5.46 lakhs



Job Portal / Job Description	No. of Jobs Available				Average Salary (P.M)
	Naukri.com	Shine	Times Job	Monster	
Content Marketing	35000	26500	61000	18540	18k to 1 Lac
Digital Marketing Sales	37000	53000	12627	8765	22k to 45k
Email Marketing	3693	31000	66110	14458	15k to 25k
Social Media Marketing	107243	32000	61936	10823	15k to 35k
SEO Marketing	116868	2800	59866	10319	12k to 35k
Digital Marketing Manager	1093	58561	8000	2136	30k to 1.5La

AS YOU CAN SEE HERE THIS IS THE DATA FROM OTHER JOB PORTAL WEBSITES

THESE MARKETING DATA SHOW THAT:

EVERY SECOND, GOOGLE RECEIVES MORE THAN 77,000 SEARCHES.

+281 BILLION EMAILS ARE SENT AND RECEIVED DAILY.

EVERY DAY, +3.2 BILLION PEOPLE UTILISE SOCIAL MEDIA,

MORE THAN 70% OF YOU TUBE VIDEOS ARE VIEWED ON MOBILE DEVICES.

ANOTHER BENEFIT OF MARKETING IS THAT IT MIGHT SAVE YOU MONEY AND TIME.

MARKETING DATA SUGGESTS THAT:

82% OF WEB TRAFFIC WILL COME FROM VIDEO.

VIDEO MARKETING IS THE PRIMARY TACTIC USED BY 85% OF MARKETERS

80% OF PEOPLE PREFER WATCHING VIDEOS OVER READING TEXT.

60% OF PEOPLE MIGRATE FROM WATCHING TV TO ONLINE ENTERTAINMENT.

50 PERCENT OF CLIENTS WATCH VIDEOS FIRST

BY 2023, THE NUMBER OF ACTIVE INDIAN INTERNET USERS WILL GROW TO ALMOST 666 MILLION IN INDIA AND MORE THAN 5.3 BILLION GLOBALLY. THUS, THIS INDICATES THAN A LARGER SHARE OF PEOPLE ARE SHIFTING ONLINE AND HENCE IT MAKES COMPLETE SENSE TO START MARKETING ONLINE

OPPORTUNITIES IN DIGITAL MARKETING FOR HOUSEWIVES

- Housewives have the chance to earn through work from home by providing digital marketing services to the company and will be able to handle clients'projects and work as a freelancer.
- Housewives can share their food recipes, videos and optimize their YouTube channel as per the YouTube optimization Guidelines.
- You will be an expert in sharing your knowledge with the world through blog, website, and social media.
- You can run your own advertisement within the target audience and location.

WHY SHOULD HOUSEWIVES LEARN DIGITAL MARKETING?

WORK FROM HOME

HELP YOUR FAMILY FINANCIALLY

FREELANCER

DigiGuide
INSTITUTION OF DIGITAL MARKETING
IS THE
BEST CHOICE

BENEFITS OF LEARNING DIGITAL MARKETING

- EASY TO LEARN
- RESUMING CAREER
- FINANCIAL INDEPENDENCE
- LOW INVESTMENT
- HUGE DEMAND

OPPORTUNITIES IN DIGITAL MARKETING FOR FREELANCER

- FY 2023, the global freelance market economy is likely to reach $455 bn USD.
- In 2017, there were about 57.3 mn freelancers in the United States.
- This number is set to nearly double by the year 2028. Well over 90 mn freelancers
- Would be present in the US alone. Freelancers
- Will also soon make up the majority of the US workforce.
- Around 51% of the working population will consist of freelancers by 2027.

CAREER OPTIONS FOR YOU

AFTER COMPLETING OUR DIGITAL MARKETING TRAINING

- ✓ ONLINE REPUTATION MANAGER
- ✓ ONLINE ENTREPRENEUR
- ✓ ONLINE LEAD MANAGER
- ✓ DIGITAL ACCOUNT MANAGER
- ✓ MARKETPLACE MANAGER
- ✓ E-COMMERCE SPECIALIST
- ✓ SOCIAL MEDIA MANAGER
- ✓ ADWORDS SPECIALIST
- ✓ SEO EXECUTIVE
- ✓ SR. SEO EXECUTIVE
- ✓ SEO ANALYST / HEAD
- ✓ SEO MANAGER / HEAD
- ✓ DIGITAL MARKETING HEAD
- ✓ DIGITAL MARKETING ANALYST
- ✓ DIGITAL MARKETING EXECUTIVE
- ✓ DIGITAL MARKETING MANAGER
- ✓ ASSOCIATE - DIGITAL MARKETING
- ✓ DIGITAL CAMPAIGN PLANNER

EFFECTIVE QUESTIONING BRINGS INSIGHT,
WHICH FUELS CURIOSITY, WHICH CULTIVATES WISDOM.

ONLINE COURSE
FEE STRUCTURE AND SCHEDULE

MORNING BATCH

TIME : 11 AM-01 PM | MON - FRI

AFTERNOON BATCH

TIME : 02 PM-04 PM | MON - FRI

EVENING BATCH

TIME : 05 PM-07 PM | MON - FRI

COURSE DURATION 6 MONTHS

FEE INR ~~29,999~~ 14,999

FOR FIRST 20 STUDENTS *only*

OUR HIRING PARTNERS

- PRO ULTIMATE GYMS
- milagro interactive™ empower ideas
- Smartmedia ...touching hearts with DESIGNS
- outdo system
- DigiInvite.in Invitation ke Rang Digital ke Sang
- elofic
- droom
- VISAS AVENUE Boulevard to Dreams
- HANA-GLOBAL New Thinking, New Business
- AS Adstacks Media
- cnvrs8
- WYZMINDZ DELIVERING BREAKTHROUGHS
- CHARTKINGZ Mentoring Potential Empowering Achievers
- FIS
- nlb services
- CUBEXSOFT Ease for your Business
- Commission ADWAYS VC COMPANY
- Nautinati
- CONTINENTS Media

& many more ....

LET'S JOIN

TO KNOW MORE CALL US NOW

88-587-83-587

www.**digiguides**.in

BATHINDA OFFICE

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Office Contact : +91 **93588-60001, 77176-74020**
info.digiguide@gmail.com | info@digiguides.in

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FOR LATEST OFFER
& UPDATE**